

Message Text

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C O N F I D E N T I A L AMMAN 1209

DEPT FOR ATHERTON AND CU/RICHARDSON

USIA FOR DIRECTOR KEOGH FROM AMBASSADOR

E.O. 11652: GDS
TAGS: SCUL, JO
SUBJECT: BICENTENNIAL PROJECT

REF: (A) AMMAN 0585, (B) USIA 5034 (C) STATE 035290 (NOTAL)
(D) AMMAN 0752 (NOTAL) (E) STATE 026462, (F) AMMAN 0287 (NOTAL)

1. THIS MESSAGE IS INTENDED TO ENLIST YOUR SUPPORT
FOR A SPECIAL PROGRAM OF BICENTENNIAL ACTIVITY WE
OUTLINED IN REF A FOR WHICH WE HAVE RECEIVED
AN INTERIM RESPONSE FROM USIA (REF B) BUT NO WORD YET FROM CU.

2. AS WE GET DEEPER INTO THE BICENTENNIAL
YEAR, IT IS BECOMING APPARENT THAT THE JORDANIANS ARE
EXPECTING SOME KIND OF SPECIAL U.S. PROGRAM HERE,
WHICH WE DO NOT YET HAVE WASHINGTON SUPPORT TO UPT
ON. THE GOJ HAS ALREADY DONATED TO THE CITY OF
PHILADELPHIA A PILLAR FROM THE AMMAN ROMAN AMPHI-
THEATER (ANCIENT CITY OF PHILADELPHIA) TO COOMMEMORATE THE
BICENTENNIAL. IN ADDITION THE JORDANIAN ARMY
HAS BEEN MOST ANXIOUS TO OFFER TO PERFORM IN THE U.S.
THE JORDAN ARMED FORCES MARCHING BAND (WHICH
HAS PERFORMED HERE FOR PRESIDENT NIXON AND
SECRETARY KISSINGER). AFTER AN INITIAL TURNDOWN
FROM DOD, WE ARE HAPPY THE DEPARTMENT NOW SEEMS TO BE MAKING
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PROGRESS IN ARRANGING THIS MATTER (REF C). JORDAN

TV IS ALSO PLANNING TO PUT ON A SERIES OF SPECIAL PROGRAMS IN JULY HONORING THE U.S. IN ITS BICENTENNIAL. WE ARE ALSO GETTING INCREASING ENQUIRIES FROM THE LOCAL COMMUNITY AS TO WHAT SPECIAL PROGRAMS WE HAVE IN MIND.

3. I AM AWARE OF THE BUDGETARY PROBLEMS WE ARE EXPERIENCING AND THE FACT THAT NO SPECIAL FUNDS APPEAR TO HAVE BEEN ALLOCATED FOR THE BICENTENNIAL EFFORT OVERSEAS, DESPITE THE INTENSE PUBLICITY THAT THE BICENTENNIAL HAS BEEN RECEIVING. WE HAD THESE PROBLEMS IN MIND WHEN WE DESIGNED WHAT WE THOUGHT WAS A SENSIBLE, AUSTERE PROGRAM SUGGESTION IN REF A, UNIQUELY DESIGNED TO APPEAL TO LOCAL TASTES AND SATISFY THE LOCAL REQUIREMENTS FOR THE BICENTENNIAL: A SERIES BUILT AROUND UP TO FOUR RECEPTIONS BY THE AMBASSADOR HONORING THE 2000 PLUS JORDANIAN GRADUATES OF AMERICAN COLLEGES AND UNIVERSITIES (INCLUDING THE AMERICAN UNIVERSITIES IN CAIRO AND BEIRUT), ATTENDED BY PRIME MINISTER RIFAI (A HARVARD AND COLUMBIA GRAD) AND PERHAPS KING HUSSEIN, FEATURING A TOP-NOTCH AMERICAN UNIVERSITY PRESIDENT OR OTHER PROMINENT ACADEMIC FIGURE, AND INCLUDING SOME EXHIBITS ON THE CURRENT U.S. ACADEMIC SCENE AND ITS UNIQUE DEVELOPMENTS SPECIALLY TAILORED TO JORDANIAN INTERESTS.

4. WE BELIEVE THIS THEME IS PARTICULARLY SUITED TO THE CURRENT SITUATION IN JORDAN. GIVEN THE UNCERTAINTIES AND PROBLEMS SURROUNDING THE IMMEDIATE ON-GOING COURSE OF THE MIDEAST NEGOTIATIONS, THE U.S. EDUCATION THEME WE BELIEVE HAS THE KIND OF NEUTRAL POLITICAL TONE WHICH WOULD AVOID A HIGH PROFILE IN A TIME WHERE THERE MAY BE SOME TENSION IN JORDAN REGARDING THE U.S. IT WOULD ALSO DEMONSTRATE EXISTENCE OF LONG-TERM U.S.-JORDAN TIES OTHER THAN SECURITY ONES--AN IMPORTANT POLICY OBJECTIVE OF OURS. WE KNOW IT WILL HAVE HIGH APPEAL TO THE JORDANIANS AND HELP TO REINFORCE U.S. -JORDANIAN TIES AT A TIME WHEN SUCH REINFORCEMENT AND OPPORTUNITIES FOR BROAD CONFIDENTIAL

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TACTS MAY BE NEEDED, DUE TO SLOW DOWNS IN THE POLITICAL AREA. IN CONNECTION WITH THIS REINFORCEMENT PATTERN, 23 ARE ALSO CALLING TO AID TO MOUNT AN EXHIBIT OF THE HISTORY OF THE ENORMOUS AID CONTRIBUTION TO JORDAN SINCE INDEPENDENCE. EVEN THE TIMING IS GOOD; KING HUSSEIN IS SCHEDULED TO VISIT THE SOVIET UNION IN MAY-JUNE (IN WHAT MAY WELL BE MORE THAN A PRO-FORMA VISIT) AND WE SEE OUR

BICENTENNIAL PROJECT AS HELPING TO OFFSET OR COUNTER THE INEVITABLE SOVIET FOLLOW-THROUGH ON THE KING'S VISIT IN THE CULTURAL AREA (IN WHICH THEY INVEST FAR MORE GOVERNMENT RESOURCES HERE THAN WE DO).

5. WE BELIEVE THE U.S. EDUCATION OF THE HUNDREDS OF JORDANIANS AND PALESTINIANS HERE IS A SPECIAL AND OFTEN UNDEREMPHASIZED U. S. ASSET, WHICH WORKS TO DAMPEN THE RESENTMENT OVER U.S. MIDEAST POLICIES. FOR THIS REASON AND THE OTHERS MENTIONED ABOVE WE BELIEVE THIS APPROACH IS UNIQUELY SENSIBLE AT THIS TIME.

6. REGARDING THE FINANCING AND OTHER SUPPORT, WE ARE ATTEMPTING TO USE AS MUCH AS POSSIBLE OTHER RESOURCES:

A) AS MENTIONED, USAID IS TRYING TO MOUNT A USAID EXHIBIT USING AID RESOURCES;

B) WE HOPE TO TAKE ADVANTAGE, IF APPROVED BY THE USG, OF THE PRESENCE OF A GROUP OF ABOUT 20 U.S. PROFESSORS FROM THE U.S. OFFICE OF EDUCATION- SPONSORED FOREIGN AREAS STUDIES COMMUNITY COLLEGE SEMINAR PROJECT ON JORDAN THIS SUMMER TO RE-INFORCE OUR OWN CONTACTS WITH THE JORDANIANS AT THESE GATHERINGS. IT WILL ALSO TAKE CONSIDERABLE MISSION RESOURCES TO IDENTIFY AND CONTACT THE HUNDREDS OF PRIVATE U.S. COLLEGE ATTENDEES FORM HERE.

C) USIS IS PROGRAMMING FOR THAT FROM AVAILABLE RESOURCES SOME VTRS AND OTHER MATERIALS ON ARABS IN THE U.S. AND THE U.S. EDUCATION PICTURE.

7 WHAT WE NEED FROM THE DEPARTMENT AND USIA IS THE FOLLOWING:

A) FUNDING FOR A WEEK'S VISIT TO JORDAN OF A WELL-KNOWN AND OUTSTANDING U.S. ACADEMIC WITH LOCAL CONFIDENTIAL

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APPEAL WHO WOULD DELIVER TALKS ON THE CURRENT STATUS AND FUTURE DIRECTIONS OF U.S. HIGHER EDUCATION AND OF ITS ROLE VIS-A-VIS THE GLOBAL (AND ARAB) SCENE) (SOME NATIONALLY-KNOWN EDUCATORS AND EFFECTIVE SPEAKERS SUCH AS YALE PRESIDENT BREWSTER, VANDERBILT CHANCELLOR HEAD, OR SIMILAR FIGURES FROM CALIFORNIA OR TEXAS WHERE MANY JORDANIANS HAVE ATTENDED COLLEGE.)

B) RESOURCES FOR MOUNTING FOCUSED AND APPEALING EXHIBIT ON U.S. EDUCATION HERE.

C) AT LEAST DOLS 1000 IN REPRESENTATION FUNDS. STATE REF E REQUESTED ESTIMATE OF OUR TOTAL BICENTENNIAL REQUIREMENT OF DOLS 1500 (REF F) BUT WE HAVE NOT YET RECEIVED ALLOCATION.

8. ALL THESE ACTIVITIES WE ENVISAGE PROBABLY TAKING PLACE
DURING THE TRANSITIONAL QUARTER, ON WHICH WE AS
YET HAVE NO INFORMATION ON OUR USIA OR CU
BUDGET ALLOCATIONS. WHILE I REALIZE THERE IS
EXTREME PRESSURE TO DEVELOP A BARE-BONES
TRANSITIONAL QUARTER BUDGET, I WONDER IF SOME CONSIDERATION
COULD NOT BE GIVEN DURING THAT PERIOD TO THE SPECIAL
OPPORTUNITIES CREATED BY THE WORLD
ATTENTION FOCUSED ON THE BICENTENNIAL.
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